Grocery has new Name/Owners/Look/Menu

Cabbage Rose Market metamorphosis into Sunset Beach Bakery

Photo by Lesle Palmeri

Not Quite Ready For Prime Time: *Entrepreneur Tom Smith of Surf Pines welcomes me to the still-under-construction-but soon to open Sunset Beach Bakery in Sunset Beach (Warrenton) Oregon. Tom and his wife, Annie have just become owners of the former Cabbage Rose Grocery just past the Astoria Golf and Country Club off Highway 101. They are also owners with partner Mike Maltman of Seaside's Maltman Construction, Inc. in the "House with the Blue Roof."*

Tom Smith is a self-defined "oil brat," meaning that his family was in the oil business and they moved around allot. He was born in Seattle but attended 18 different schools as a child.

Two years ago he and his Seaside-native wife, Annie, completed a home in the gated community of Surf Pines and one year ago, he quit commuting back and forth from Seattle to stay on the coast full time. He has started five companies in his career including a software company called TEXT-Trieve, founded in 1988, to provide data conversion for the insurance industry. He and Annie both worked for the company until it was sold three years ago to a Chicago company.

Since then, Annie has been busy helping out in the community, volunteering for the Seaside Providence Hospital, the Seaside Christian Church, the Warrenton Library and the Clatsop County Humane Society. "Now she has to go back to work," said Tom, referring to his most recent venture, the establishment of Munchkin Manors, Inc.

Munchkin Manors, named for the stature of Tom and Annie, has recently purchased the 1,900 square foot Cabbage Rose Market in Sunset Beach. Sunset Beach, located in southern Warrenton, Oregon, is approximately half-way between Seaside and Astoria along the beach stretch that has been declared a coastal highway. The market property was built in the 1930s and had been an operating grocery for 30 years, the last nine under the name Cabbage Rose.

The first thing the new owners of property did was begin a massive remodeling overhaul, under the direction of Mike Maltman, of Maltman Construction of Seaside. Subcontractors involved in the project include Electric Express, Diamond Heating, Hill Construction, Inc., Pacific Alarm, Ben Small Plumbing, Joe Corder Drywall, Morris Floor covering and Crestwood Cabinets. They have ripped out the inside of the building, and put the kitchen where the garage was, plus added counters, display and preparation spaces, and freezers & coolers. The plan is to re-open mid-March, offering fresh, home-baked breads and morning pastries; sandwiches and soups of the day; lattes, espresso, and coffee drinks; Tillamook ice cream and soda fountain drinks; beer and wine. The Cabbage Rose Market already had a license for packaged liquors, the plan now is to include a seating area for relaxing with your refreshments near the front of the store, while enjoying the view of nearby Neacoxie Lake out the front window.

When the bakery opens, Tom will become a baker, with Terry Smith as apprentice baker and John Morris as part-time baking manager. Annie will handle the financial matters, and also serve customers during lunch. Judi Harley, after 17 years with the Astoria Golf and Country Club, will join the staff as well.

"The goal (with this venture) is to have fun. We wanted to start a business, not be a workaholic -- and still get the job done," said Tom.

LCB

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The Daily Astorian

BUSINESS Section THURSDAY, APRIL 22, 1999

Something good is baking at Sunset Beach

Judi Harley watches the counter at the new sunset Beach Bakery.

Submitted Photo Tom Smith

SUNSET BEACH — The old Cabbage Rose Market in Sunset Beach is now a bakery and deli.

Sunset Beach Bakery, a hub for home baked breads, pastries, soups and sandwiches, coffee, sodas, beer and wine, was created by former Washington entrepreneur Thomas Smith and his wife, Annie Smith, a Seaside native. Munchkin Manors Inc. (the Smiths) purchased the 1,900-foot market.

The former Cabbage Rose Market in Sunset Beach is now a bakery
Submitted Photo Tom Smith

The Smiths moved to Sunset Beach in December 1997. A year later, Tom Smith left the corporate world and they purchased the 30-year landmark market. The

structure was remodeled, a kitchen added inside where a garage used to be, and the building transformed into a bakery.

Tom Smith is baker and Terri Smith apprentice baker. John Morris is part-time baking manager. Annie Smith handles financial matters and serves customers during lunch. Judi Harley, after 17 years as bar manager for the Astoria Golf and Country Club has joined the staff as front store manager.

Starting a new business is a Smith specialty. Tom Smith has created five companies, including a Spokane, Wash., insurance agency, a data conversion service bureau, and a business that developed electronic publishing systems. In addition, the Smiths are owners and partners with Mike Maltman of Maltman Construction Inc., in Seaside, of the Surf Pines luxury house known as the "House With the Blue Roof"

How the idea for a bakery and deli came about can be attributed to the 100,000 miles Smith spent in the air last year as a businessman, among other grueling aspects of high-level work.

"The reason for the bakery, with the exception of Pacific Way, there's no place to get good soups and sandwiches (in the Sunset Beach area)," says Smith, who mentioned there are some 600 homes in the area (including 227 in Surf Pines and the 95 or so around Cullaby Lake).

Sunset Beach Bakery is located at 33223 Sunset Beach Road, just past the Astoria Golf and Country Club south of Warrenton. Business hours are 7 a.m. to 5:30 p.m. Wednesday through Friday; 7 a.m. to 4 p.m. Saturday and Sunday; and closed on Monday and Tuesday (except for Memorial Day, Fourth of July and Labor Day)

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The Daily Astorian

***Coast* Weekend** June 10-16, 1999

MOUTH OF THE COLUMBIA

RESTAURANT REVIEW BY RICHARD FENCSAK

Delightful Delis

Local lunches Building on the cold cuts of life.

When I was a kid, going to one of the local delicatessens with my mother was a Saturday morning ritual. In the New York metro area where our family lived, there were numerous "delis" to choose from, most of them sporting ethnic names. Our favorite was Carabello's, an Italian joint a mile or so from home.

While my mom perused the meats and cheeses, Mr. Carabello would slip me a slice of roast beef or maybe a slab of meat loaf still warm from the oven. Naturally, I'd insist that mom buy a pound of something similar — along with some Virginia ham and salami — for lunch. I couldn't wait to get home and unwrap these "cold cuts," then pile copious quantities of each meat inside a Kaiser roll or between slices of Jewish rye.

Delis are different these days, especially the ones around here. For one thing, they usually signify sandwich shops rather than meat and cheese markets. And the meats are rarely cooked on the premises, like they were at Carabello's.

Yeah, so they defy description; that doesn't mean local delis don't do things right. Here's a look at two new ones in our area.

Certainly the **Sunset Beach Bakery** (33223 Sunset Beach Lane, Sunset Beach; 861-1302; online at http://www.sunsetbeachor.com/) is more innovative than the delicatessens I remember. Want a sandwich? Rather than wait in line, check the appropriate choices on a small self-order slip, sign your name and hand your order to someone behind the counter. A few minutes later, you're served a sandwich.

The selection is the usual ham and cheese, roast beef, turkey and veggie line-up garnished with shredded greens and condiments, including a pleasantly mild horseradish sauce. But the so-called "deli" pickles are garden-variety and hardly the equal of what I remember sampling from Mr. Carabello's pickle barrel, a huge vat full of garlic, spices and secret ingredients swimming in brine.

What sets the Sunset apart are breads ranging from straight forward Peter Iredale white to molasses rye. Rather than dewy and substantial hearth bread, these are buttery, fluffy bay loaves Many sport names with local connections: Besides the Peter Iredale loaf, look for Battery Russell Black German Sourdough and Salt Works Hearty Wheat, among others. Sacagawea Native White, however, sounds suspect.

Service isn't just friendly at this delightful, beachy-looking establishment, it's downright animated, thanks to affable owners Tom and Annie Smith. Although they don't hand out meat slices like Mr. Carabello, they may well offer you a sample of specialty bread du jour.

Recently, it was a loaf of cheese and green onion, laced with lots of cheddar inside and out. A couple of slices paired with the cheddar and ham soup would satisfy even the most diehard cheese eater. Other soups are currently limited to a couple types of clam chowder. Spice cakes and Irish oak cakes are some of the sweet treats beckoning from a corner display case.

Cigars and Tillamook ice cream are two things the Sunset sells that weren't available in the delis of my youth. Better not try to enjoy both at once. (Sunset Beach Bakery is open 7 a.m.5:30 p.m., Wednesday-Friday; 7 Am. -4 p.m., Saturday, Sunday.

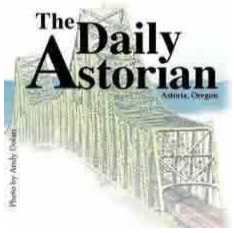

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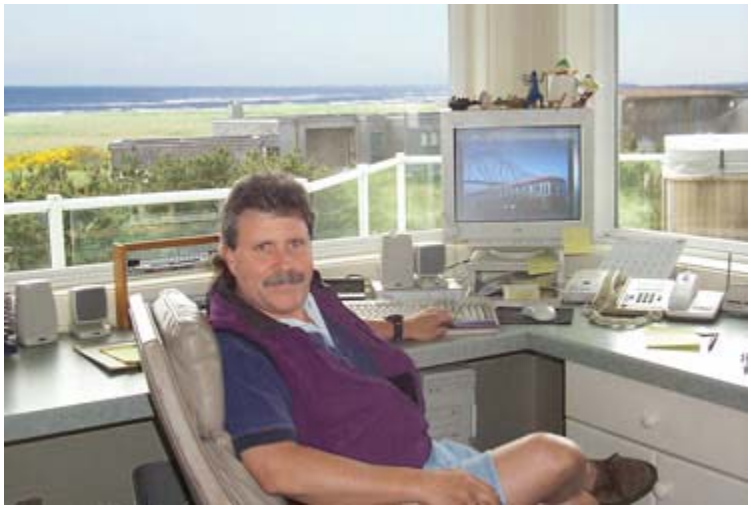
Photo by Tom Smith

Tom Smith Moves Home



Entrepreneur goes back to computer roots

When we last profiled Tom and Annie Smith (LCB March, 1999), it was to introduce their newest venture: The purchase by their company, Munchkin Manor, Inc., of the Cabbage Rose Market at Sunset Beach, Oregon. They converted the Cabbage Rose into the Sunset Beach Bakery and Deli. The problem with that venture was, said Tom, "I'm not a baker and Annie's not a retailer." Although Tom and Annie felt the bakery had a good reputation and a loyal following, it is now a business available for sale (through Area Properties). Tom has returned to his home office, and the computer business that he knows so well.

Tom was born in Seattle but moved around quite a bit as a child, following his family who worked in the oil business. He settled in Seaside since his wife, Annie, was born here.

Prior to settling here, Tom had started numerous businesses, many based on mini-computers and his fascination with the potential of personal computers. The companies have included an insurance agency, a data conversion service bureau, and a text retrieval system business, among others. TEXT-Trieve, for example, grew to 35 employees.

Returning to the keypad for his daily work must seem like coming home, especially given the view from his hilltop home-office location (see the photo of Tom above!).

As of January 2000, Munchkin Manors is providing hourly-rate web design and marketing services for sites such as Sunset Beach, Oregon (http://www.sunsetbeach-or.com/); Bay Breeze Boarding, in Warrenton (http://www.baybreeze-boarding.com/); Clatsop Animal Assistance

(http://www.dogsncats.org/); and The Great Columbia Crossing fundraiser for Astoria's Columbia Memorial Hospital Foundation (www.columbiamemorial.org/funrun/). Tom uses his five named (Goofy, Sunset, Steamboat, Munchkin... and Fitz) personal computers to do the job. Check out the sites and give Tom a call to see what he can do for your business. LCB

Munchkin Manors. Inc.

Owners: Tom and Annie Smith Address: 89867 Ocean Drive Warrenton, Oregon 97146 Telephone/Fax: 503/738-8303 E-mail: igor@munchldn-manors.com Website: http://www.munchldn-nianors.com/ Hours: By Appointment.

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THE DAILY ASTORIAN BUSINESS *Thursday November 23, 2000*

Web Watch **LOCAL WEB SITE** of the WEEK

Compiled by KATHLEEN STRECKER

Clatsop Animal Assistance

www.dogsncats.org

Mary Freel and other animal advocates formed Clatsop Animal Assistance Inc. in 1999 to help the local animal shelter and pets in Clatsop County. They took their mission to the Web in April as a means of getting more information out to the public on animal adoptions, events, news and requests for donations. The site includes photos, articles and timely quotations on our furry companions.

Treasurer Annie Smith's husband, Tom, designed the web site, which has received 1,200 visitors. "One Internet user from San Diego called me to say she'd found the site, and that it was the best she'd ever seen," beamed Freel. CAA tries to update the site weekly to showcase local animals and issues in need of attention.